

Maya RP

SUPPLEMENT TO CONTRACT FOR
ADVERTISING AUTHORIZED BY A CANDIDATE

CONTRACT NO. 261346

1. THE NAME OF THE CANDIDATE IS: Erik Fresen
2. THE CANDIDATE SEEKS ELECTION TO THE OFFICE OF State House District 114
the ☐ Primary Election, ☐ General Election, or ☐ Special Election. Miami Dade
3. THE NAME OF THE CANDIDATE'S AUTHORIZED COMMITTEE IS

4. THE TREASURER OF THE AUTHORIZED COMMITTEE IS
Monica Cantero Serralta
5. THE CONTACT PERSON FOR THE PURCHASER IS: mandrake media
Stacey Frenz
Name
1400 Village Square Blvd. Suite 3-251
Tallahassee, Fla
Address
850-681-6692
Phone Number
6. THE TOP OFFICERS* OR THE MEMBERS OF THE BOARD OF DIRECTORS OF THE PURCHASER ARE:
Monica Cantero Serralta

* The Treasurer is often the only top officer of a Candidate Committee.



WPLG

ORDER

Flight Dates 10/07/12-10/28/12

Contract / Revision 261346 /

Original Date / Revision
10/05/12 10/19/12

Advertiser POL/Erik Fresen

Agency Mandrake Media Company

Buying Contact

1400 Village Square Blvd.
Suite 3-251
Tallahassee, FL 32312

Primary Account Executive
Local House

Account Executive	Order%	Start Date	End Date
Local House	100%		

Product
State House District 114

Agency Com 15%

Billing Contact

1400 Village Square Blvd.
Suite 3-251
Tallahassee, FL 32312

Sales Office MIA

Sales Region LOC

Agency Ref

Order Sep 00:15:00

Estimate #

Alt Order #

Billing Type Cash

Order Type GENERAL

Billing Cycle EOM/EOC

Billing Calendar BROADCAST

Demographic A25-54

Rev Codes AGY POL CAND

Product Codes PL-Candidate

Priority P-2

Advertiser Ref

Order Share 100% Market Value 1300

Competing Station	% of Order	Amount
WBFS	%	0
WBZL	%	0
WFOR	%	0
WPXM	%	0
WSVN	%	0
WTVJ	%	0

Order Totals

Billing Plan

Month	# of Spots	Net Amount	Gross Amount	Rating	Start Date	End Date	# Spots	Net Amount	Gross Amount
October 2012	9	\$1,105.00	\$1,300.00	0.00	10/01/12	10/14/12	6	\$510.00	\$600.00
Totals	9	\$1,105.00	\$1,300.00	0.00	10/15/12	10/28/12	3	\$595.00	\$700.00

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Totals SpotsAmount	
N 1	WPLG	10/07/12	10/14/12	TWISF/Michael Putney CM		1130a-1230p	-----S	:30	3	\$100.00	LUR	0.00	NM	6	\$600.00
This Week in South Florid															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>					
	Week:	10/01/12	10/07/12	-----S		3		\$100.00		0.00					
	Week:	10/08/12	10/14/12	-----S		3		\$100.00		0.00					
<u>Spot</u>	<u>Ch</u>	<u>Date Range</u>		<u>Description</u>		<u>Start/End Time</u>	<u>Weekdays</u>	<u>Length</u>		<u>Rate</u>		<u>Rtg</u>	<u>Type</u>		
3	WPLG	10/08/12-10/14/12		TWISF/Michael Putney		1130a-1230p	-----Su	:30		(\$100.00)		0.00	NM		
See MG 1.7															
4	WPLG	10/08/12-10/14/12		TWISF/Michael Putney		1130a-1230p	-----Su	:30		(\$100.00)		0.00	NM		
See MG 1.9															
6	WPLG	10/08/12-10/14/12		TWISF/Michael Putney		1130a-1230p	-----Su	:30		(\$100.00)		0.00	NM		
See MG 1.8															
7	WPLG	10/14/12-10/14/12		TWISF/Michael Putney		1130a-1230p	-----Su	:30		\$100.00		0.00	NM		
Ⓜ MG for 1.3 10/14															
8	WPLG	10/14/12-10/14/12		TWISF/Michael Putney		1130a-1230p	-----Su	:30		\$100.00		0.00	NM		
Ⓜ MG for 1.6 10/14															
9	WPLG	10/14/12-10/14/12		TWISF/Michael Putney		1130a-1230p	-----Su	:30		\$100.00		0.00	NM		



Hiatus Dates

Order Sep 00:15:00

Estimate #

														Totals	
Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
N 1	WPLG	10/07/12	10/14/12	TWISF/Michael Putney CM		1130a-1230p	-----S	:30	3	\$100.00	LUR	0.00	NM	6	\$600.00
This Week in South Florid															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>	<u>Rating</u>						
	Week:	10/08/12	10/14/12	-----S		3		\$100.00	0.00						
<u>Spot</u>	<u>Ch</u>	<u>Date Range</u>	<u>Description</u>			<u>Start/End Time</u>	<u>Weekdays</u>	<u>Length</u>		<u>Rate</u>		<u>Rtg</u>	<u>Type</u>		
①	MG	for 1.4	10/14												
N 2	WPLG	10/21/12	10/21/12	TWISF/Michael Putney CM		1130a-1230p	-----S	:30	1	\$500.00	P-2	0.00	NM	1	\$500.00
This Week in South Florid															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>	<u>Rating</u>						
	Week:	10/15/12	10/21/12	-----S		1		\$500.00	0.00						
N 3	WPLG	10/22/12	10/28/12	TWISF/Michael Putney CM		1130a-1230p	-----S	:30	2	\$100.00	LUR	0.00	NM	2	\$200.00
This Week in South Florid															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>	<u>Rating</u>						
	Week:	10/22/12	10/28/12	-----S		2		\$100.00	0.00						
Totals														9	\$1,300.00